

# BARKTOBERFEST



September 24, 2016

Dear FOHA Friend,

Celebrate FOHA's 43<sup>rd</sup> Anniversary of rescuing homeless dogs and cats by participating in our signature event, Barktoberfest. Founded in 1973, Friends of Homeless Animals (FOHA) will be hosting **Barktoberfest: A Purrfect Pet Celebration** on Saturday, September 24, 2016 at the Loudoun County Fairgrounds. This event will celebrate the human-animal bond while raising awareness and funds to benefit the hundreds of adoptable animals cared for by FOHA.

The celebration will feature live music, vendors and artisans, interactive games for pets and children, an animal communicator, a kitty corner for cat lovers, canine demonstrations, a silent auction, raffle items, contests, a FOHA reunion, food trucks, wine tastings, the Glow DOG Glow 1 mile and 5k run/walk, and more. There will be plenty of space to enjoy activities and relax in the beauty of the countryside. This celebration will also provide a perfect opportunity to inform attendees of pet-friendly businesses and services available from professionals like you.

FOHA is a privately funded 501(c)(3) non-profit animal rescue on 40 acres of land in Loudoun County. FOHA

has rescued, rehabilitated and re-homed more than 16,000 cats and dogs over the last 43 years. As a non-profit organization, we rely 100 % on financial support through fundraising events, generous donations of time, as well as goods, services, and financial contributions from individuals, groups and businesses.

**Champion our cause** by becoming a sponsor for this celebration. Through your sponsorship you will have the opportunity to expand your customer base and market your business to a target audience of people invested in the well-being of their pets. This is a true win-win opportunity for you and for FOHA.

We hope that we can count on your support and include you as a partner for **Barktoberfest: A Purrfect Pet Celebration**. Your tax-deductible contribution will not only identify you as a community-minded business but will benefit animals in need. If you have any questions please contact Sue at [events@foha.org](mailto:events@foha.org). For updated information on the event, keep checking [www.barktoberfest.org](http://www.barktoberfest.org).

Please remit payment with the completed form. Thank you for your consideration.

## FOHA Facts/Stats

www.foha.org receives over 15,000 hits per month  
8,900 fans and friends on Facebook  
1,700 followers on Twitter and Instagram  
Print mailing list of 17,000 supporters  
Email Distribution List of 8,250 supporters  
More than 300 visitors to the shelter monthly  
1,000 shoppers at the Treasure Hound monthly  
Over 1,000 event attendees on average  
Over 16,000 Animals saved since 1973

## Event Highlights

Pouring for Paws  
Food Trucks  
Face Painter & Caricature Artist  
Pet Contests/Kids Games/Dog Games  
Glow DOG Glow 1 mile and 5k  
Silent Auction  
Animal Communicator  
K9 Demonstrations  
Live Music

Sincerely,

Sue Lehman, President  
Friends of Homeless Animals  
[www.foha.org](http://www.foha.org) [President@foha.org](mailto:President@foha.org)



## SPONSORSHIP AT A GLANCE



### Sponsorship Levels

Sponsorship Benefits	Sponsorship Levels						
	Top Dog \$7,500	Best in Show \$5,000	Glow DOG Glow Pawtner \$2,500	Faithful Friend \$1,000	Pet Lover \$500	Furry Friend \$250	Super and Regular "Fur"lanthropist Auction/Prize Items
Presenting sponsor recognition	✓						
Opportunity to address participants at Barktoberfest	✓						
Logo on banner at front entrance of event location	✓						
Logo on banner as sponsor of one of five exclusive areas of the event (band stage etc.)		✓					
Logo on Glow DOG Glow banner			✓				
Name on signage as sponsor of a pet contest or game				✓			
Logo on signage by admission tables	✓	✓	✓				
Company name on signage by admission tables				✓			
Mention in television appearances	✓						
Mention in radio appearances	✓	✓					
Mention in press releases	✓	✓	✓				
Logo on front of t-shirt	✓						
Logo on back of t-shirt		✓	✓				
Company name (no logo) on back of t-shirt				✓			
Logo with link on Barktoberfest.org home page	✓	✓					
Logo with link on Barktoberfest.org sponsor page	✓	✓	✓				
Logo with link on FOHA.org sponsor page	✓	✓	✓				
Company name with link (no logo) on Barktoberfest.org sponsor page				✓	✓	✓	✓
Logo on posters and newspaper ads	✓	✓	✓				
Acknowledgement and logo in event program	✓	✓	✓				
Acknowledgement (no logo) in event program				✓	✓	✓	
Complimentary tickets to the Glow DOG Glow 5k	✓	✓	✓	✓			
Opportunity to provide item for auction	✓	✓	✓	✓	✓	✓	✓
Social media posts/tweets (varies by sponsorship)	✓	✓	✓	✓	✓	✓	✓ \$125+
Complimentary vendor booth	✓	✓	✓	✓	✓	✓	
Verbal recognition on PA system at event (varies by sponsorship)	✓	✓	✓	✓	✓		

## Sponsorship Levels

# BARKTOBERFEST



### \$7,500: Top Dog



#### PRE-EVENT > Ad/Radio/Newspaper/Video

- Logo will be prominent in print advertisements for event (posters, brochures, newspaper ads)
- Mention as presenting sponsor in radio spot and press release
- Mention on Barktoberfest television appearances as presenting, Top Dog sponsor-**exclusive to Top Dog Sponsor**
- Option for your company representative to appear in a short video promoting Barktoberfest, appearing on YouTube and Facebook-**exclusive to Top Dog Sponsor**

#### PRE-EVENT > Print/Signage/E-Mail

- Company name and logo prominently displayed as presenting sponsor on Barktoberfest signage to be displayed at FOHA and the Treasure Hound
- Identification as presenting sponsor in FOHA print flyers/newsletters/postcards (print: 17,000+ readers)
- Identification as presenting sponsor in FOHA weekly volunteer newsletters-**exclusive to Top Dog Sponsor** (2,150 contacts-only the Top Dog sponsor will be mentioned)
- Identification as presenting sponsor in bi-monthly constant contact email blasts to supporters from July through September (8,250 subscribers)
- Identification as presenting sponsor on signage prominently displayed at other FOHA events occurring July through September

#### PRE-EVENT > Website/Social Media

- Featured sponsor on FOHA home page linking to your webpage-**exclusive to Top Dog Sponsor**
- Presenting sponsor recognition (logo and link) on Barktoberfest.org home page
- Logo and link on FOHA event webpage and Barktoberfest.org event sponsorship page
- 16 Tweets (1 weekly June/July/Aug/Sept) identifying event and presenting sponsor recognition
- 16 Facebook postings (1 weekly June, July, August and September) identifying event and presenting sponsor recognition (8,900 "friends" and "fans") on Facebook.

#### AT EVENT > Location

- Choice of premium corner booth space in the vendor arena or first choice of outdoor location, up to 20x10 (sponsor provides set-up, tent, etc.)

#### AT EVENT > Signage/Program

- Company name/logo as presenting sponsor on signage at event location entrance- **exclusive to Top Dog Sponsor**
- Company name and logo on signage at admission tables
- Top Dog sponsor may display company provided banner at event entrance

- Logo and identification as presenting sponsor on front page of event program distributed to attendees - ***exclusive to Top Dog Sponsor***

#### **AT EVENT> Other**

- 6 free registrations to the Glow DOG Glow and the opportunity for your Glow DOG Glow Team to carry your company provided banner
- Opportunity to address Barktoberfest Participants-***exclusive to Top Dog Sponsor***
- Logo as presenting sponsor on front of Glow DOG Glow or Barktoberfest t-shirts-***exclusive to Top Dog Sponsor***
- Option to donate contest prize or silent auction item (due by 8/31)
- 6 Verbal “Thank you” during event (outdoor PA)

#### **AFTER EVENT>FOHA**

- Option for a company FOHA tour and thank you BBQ or company team building event at FOHA
- Continued featured sponsor on the www.foha.org homepage through October- ***exclusive to Top Dog Sponsor***
- Right of First Refusal to be the Top Dog sponsor for Barktoberfest 2016- ***exclusive to Top Dog Sponsor***
- Sponsor provided flyers to include in all FOHA adopter packets



**\$5,000 Best in Show (5 available)**

#### **PRE-EVENT > Ad/Radio/Newspaper/Video**

- Logo in print advertisements for event (posters, brochures, newspaper ads)
- Mention as a sponsor in radio spot and press release

#### **PRE-EVENT > Print/Signage/E-Mail**

- Logo displayed on Barktoberfest signage to be displayed at FOHA and the Treasure Hound
- Identification as sponsor in FOHA print flyers/newsletters/postcards (print: 17,000+ readers)
- Identification as sponsor in bi-monthly constant contact email blasts to supporters from July through September (8,250 subscribers)
- Identification as sponsor prominently displayed at other FOHA events occurring July through September

#### **PRE-EVENT > Website/Social Media**

- Logo and link on FOHA event webpage and Barktoberfest.org event sponsorship page
- Sponsor recognition (logo and link) on Barktoberfest.org home page
- 12 Tweets (1 weekly July/Aug/Sept) identifying event and top sponsor recognition
- 12 Facebook postings (1 weekly July/August/Sept) identifying event and Best in Show sponsor recognition (8,900 “friends” and “fans”) on Facebook.

#### **AT EVENT> Vendor Booth**

- Choice of indoor (10 x 10) or outdoor (10 x 12) vendor space (sponsor provides set-up, tent, etc.)

#### **AT EVENT > Sponsor an Exclusive Area**

- Logo and company name on 3 x 8 banner as the sponsor of one of the five following exclusive areas: Canteen/Picnic Area, K9 Demonstration Ring, Show Barn Stage (band stage), Vendor Arena (large indoor vendor arena), or Vendor Barn (covered beef barn-***exclusive to Best in Show Sponsors.***)

- Option of a company provided banner in chosen area as well-***exclusive to Best in Show Sponsors***

#### **AT EVENT> Signage/Program**

- Company name and logo on signage at admission tables
- Logo and identification as sponsor on event program distributed to attendees

#### **AT EVENT> Other**

- 6 free registrations to the Glow DOG Glow and the opportunity for your Team to carry your company provided banner
- Logo gets prominence on back of Glow DOG Glow or Barktoberfest t-shirts
- Option to donate contest prize or silent auction item (due by 8/31)
- 4 Verbal “Thank yous” during event (outdoor PA)

#### **AFTER EVENT>FOHA**

- Sponsor provided flyers to include in all FOHA adopter packets
- Opportunity for a team building event at FOHA



### **\$2,500 Glow DOG Glow Pawtner**

#### **PRE-EVENT > Ad/Radio/Newspaper**

- Logo in print and online advertisements for event (posters, brochures, newspaper ads)
- Mention as sponsor in press release

#### **PRE-EVENT > Print/Signage/E-Mail**

- Logo displayed on Barktoberfest signage to be displayed at FOHA and the Treasure Hound
- Identification as sponsor in FOHA print flyers/newsletters (17,000+ readers)
- Identification as sponsor in bi-monthly constant contact email blasts to supporters from July through September (8,250 subscribers)
- Identification as sponsor during other FOHA events during the months of July, August and September

#### **PRE-EVENT > Website/Social Media**

- Logo and link on FOHA event webpage and Barktoberfest.org event sponsorship page
- 9 Tweets (3 monthly July/Aug/Sept) identifying event and sponsor recognition
- 9 Facebook postings (3 monthly July/Aug/Sept) identifying event and sponsor recognition (8,900 “friends” and “fans”) on Facebook.
- Identification as sponsor on the Glow DOG Glow Registration website and on the Glow DOG Glow page on Barktoberfest.org-***exclusive to Glow DOG Glow Pawtners***

#### **AT EVENT> Vendor Booth**

- Choice of indoor (10 x 10) or outdoor (10 x 12) vendor space (sponsor provides set-up, tent, etc.)

#### **AT EVENT> Signage/Program**

- Company name and logo on signage at admission tables
- Logo and identification as sponsor on event program distributed to attendees
- Logo on Glow DOG Glow Banner-***exclusive to Glow DOG Glow Pawtners***

### **AT EVENT> Other**

- Four free registrations to the Glow DOG Glow and the opportunity for your Team to carry your company provided banner
- Logo on back of Barktoberfest or Glow DOG Glow t-shirt
- Option to donate contest prize or silent auction item (due by 8/31)
- 2 Verbal “Thank yous” during event (outdoor PA)

### **AFTER EVENT>FOHA**

- Sponsor provided flyers for inclusion in all FOHA adopter packets
- Opportunity for a team building event at FOHA



## **\$1,000 Faithful Companion**

### **PRE-EVENT > Print/Signage/E-Mail**

- Identification as sponsor in FOHA print flyers/newsletters (17,000+ readers)
- Identification as sponsor in bi-monthly constant contact email blasts to supporters from July through September (8,250 subscribers)
- Identification as sponsor during other FOHA events during the months of July, August and September

### **PRE-EVENT > Website/Social Media**

- Company name and link on FOHA event webpage and Barktoberfest.org event sponsorship page
- 7 Tweets (2 per month July/Aug and 3 in Sept) identifying event and sponsor recognition
- 7 Facebook postings (2 per month July/Aug and 3 in Sept) identifying event and sponsor recognition (8,900 “friends” and “fans”) on Facebook.

### **AT EVENT > Vendor Booth**

- Choice of indoor (10 x 10) or outdoor (10 x 12) vendor space (sponsor provides set-up, tent, etc.)

### **AT EVENT> Signage/Program**

- Your company name on sponsor page of event program distributed to attendees

### **AT EVENT > Sponsor a Contest or Game-*exclusive to Faithful Companions***

#### **Contests**

- Company name on signage of contest area as a sponsor of one of the following contests: Best Kisser, Best Costume, Best Trick, Human-Pet Look Alike, Tail Wagging and Best Singer
- Mention as sponsor during contest on contest PA system
- Opportunity to provide prize for first place contest winner

#### **Games**

- Company name on signage of kids’ games area as a sponsor of one of several games
- Mention as sponsor in games area throughout the day
- Opportunity to provide prize for the games

### **AT EVENT> Other**

- Two free registrations to the Glow DOG Glow and the option for you Team to carry your company provided banner

- Company name (no logo) on back of Barktoberfest or Glow DOG Glow t-shirt
- Option to donate contest prize or silent auction item (due by 8/31)
- 1 Verbal “Thank yous” during event (outdoor PA)

#### **AFTER EVENT>FOHA**

- Sponsor provided flyers for inclusion in all FOHA adopter packets
- Opportunity for a team building event at FOHA



### **\$500 Pet Lover**

#### **PRE-EVENT> Print**

- Identification as sponsor in FOHA print flyers/newsletters (17,000+ readers)
- Identification as sponsor in bi-monthly constant contact email blasts to supporters from July through September (8,250 subscribers)

#### **PRE-EVENT> Website/Social Media**

- Company name and link on FOHA event webpage and Barktoberfest.org event sponsorship page
- 5 Tweets (1 per month July/Aug and 3 in Sept) identifying event and sponsorship
- 5 Facebook postings (1 per month July/Aug and 3 in Sept) identifying event and sponsorship (8,900 “friends” and “fans”) on Facebook.

#### **AT EVENT> Location**

- Choice of indoor (10 x 10) or outdoor (10 x 12) vendor space (sponsor provides tent, set-up, etc.)

#### **AT EVENT> Program**

- Your company name on sponsor page of event program distributed to attendees

#### **AT EVENT> Other**

- Option to donate contest prize or silent auction item (due by 8/31)

#### **AFTER EVENT>FOHA**

- Sponsor provided flyers for inclusion in all FOHA adopter packets
- Opportunity for a team building event at FOHA



### **\$250 Furry Friend**

#### **PRE-EVENT> Website/Social Media**

- Company name and link on Barktoberfest.org sponsorship page
- 3 Tweets (1 per month July/Aug/Sept) identifying event and sponsorship
- 3 Facebook postings (1 per month July/August/Sept) identifying event and sponsorship (8,900 “friends” and “fans”) on Facebook.



#### **AT EVENT> Location**

- Choice of indoor (10 x 10) or outdoor (10 x 12) vendor space (sponsor provides set-up, etc.)

#### **AT EVENT> Program**

- Your company name on sponsor page of event program distributed to all attendees

#### **AT EVENT> Other**

- Option to donate contest prize or silent auction item (due by 8/31)

#### **AFTER EVENT>FOHA**

- Sponsor provided flyers for inclusion in all FOHA adopter packets
- Opportunity for a team building event at FOHA



### **Super “Fur”lanthropist (non-monetary Auction/Raffle/Prize Item worth \$125 plus)**

- Donate an item or service for the silent auction, raffle baskets, or as a prize for contests (due by 8/31)
- Company name and link on Barktoberfest.org sponsorship page to sponsor webpage
- 1 Tweet (1 in Sept) identifying event and sponsorship
- 1 Facebook posting (1 in Sept) identifying event and sponsorship (8,900 “friends” and “fans”) on Facebook.
- Identification as a Super “Fur”lanthropist at the FOHA Shelter.



### **“Fur”lanthropist (non-monetary Auction/Raffle/Prize Item worth under \$125)**

- Donate an item or service for the silent auction, raffle baskets, or as a prize for contests (due by 8/31)
- Company name and link on Barktoberfest.org sponsorship page to sponsor webpage



### **\$100: VENDOR ONLY (non-sponsorship)**

Contact Sue Lehman at [events@foha.org](mailto:events@foha.org) or download vendor packet from [www.barktoberfest.org](http://www.barktoberfest.org).

#### **AT EVENT> Location**

- 10 x 10 indoor or 10 x 12 outdoor vendor space (vendor provides set-up, tent, etc.)
- \*\*Requested to also donate an item to raffle/silent auction/Contests (due by 9/1)

#### **AT EVENT> Other**

- Name of vendor on vendor page of event program distributed to all attendees





**Barktoberfest: A Purrfect Pet Celebration  
SPONSORSHIP REGISTRATION FORM  
Saturday, September 24, 2016, 9am-10pm  
Loudoun County Fairgrounds**

· **Yes! I want to become a Barktoberfest: A Purrfect Pet Celebration Sponsor**

Sponsorship level: \_\_\_\_\_

**Yes! I want to donate an item or service to raffle/auction or for use as a prize**

**(due by 9/12- email Sue at [events@foha.org](mailto:events@foha.org) for delivery/ mailing instructions)**

Item or Service: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**\*Sponsorships are tax-deductible**

\_\_\_ **YES!** Payment Enclosed: \$ \_\_\_\_\_

\_\_\_ **YES!** Logo/artwork/copy e-mailed to [events@FOHA.org](mailto:events@FOHA.org) (Top Dog, Best in Show, and GlowDOGGlow Pawtners)

\_\_\_ **YES!** I want a vendor booth. **Circle one:** 10 x 10 indoor or 10 x 12 outdoor

**Description of goods being sold:**

Please fill out and sign the vendor contract below if you are a sponsor taking us up on the complimentary vendor space at Barktoberfest (Not applicable for "Fur"lanthropists)

Please make checks payable to: **Friends of Homeless Animals**

Send payment to: **FOHA BARKTOBERFEST, PO Box 415, Aldie VA 20105**

If you have any questions or need more information, please email Sue at [Events@FOHA.ORG](mailto:Events@FOHA.ORG)

**RECEIPT**



PO Box 415  
Aldie, VA 20105

**FOHA Tax ID: 23-7355910**

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

**FOR:** Friends of Homeless Animals: Barktoberfest: A Purrfect Pet Celebration, Saturday September 24, 2016  
**We (animals included) THANK YOU for your support!**

Sue Lehman, President, Friends of Homeless Animals

## Vendor Space Contract - Non Food Vendor

This Vendor Space Contract is made as of \_\_\_\_\_ 2016, between \_\_\_\_\_ ("Vendor"), of \_\_\_\_\_, and Friends of Homeless Animals, Inc. ("FOHA"), a Virginia corporation.

WHEREAS, FOHA wishes to permit Vendor occupy a booth at Barktoberfest: A Purrfect Pet Celebration ("the event"), to be held September 24, 2016 at the Loudoun County Fairgrounds, and Vendor is prepared to occupy such space and to participate in the event, the parties agree to the following terms and conditions (Rain or Shine):

1. Vendor shall be obligated to set-up its booth for the event at 10:00 a.m. on September 24, 2016 in the area at the Loudoun County Fairgrounds designated specifically for vendors, and shall furnish all equipment, tables, chairs, banners and tenting it requires to present its services and products.
2. Vendor's distribution and display of materials, and its advertising, raffles, sales, and solicitation of any sort shall be restricted to its booth space.
3. Vendor shall not sell any food or beverage for human consumption, but may sell food/treats for canine and feline consumption.
4. Vendor shall be provided access to electricity without charge, but shall provide its own extension cord to connect with such utilities.
5. Devices generating sound shall be kept to a low volume. Event management reserves the right to request volume adjustments.
6. Friendly **leashed** dogs may be permitted in a Vendor's booth, provided that booth staffing allows for proper supervision of dogs at all times.
7. Vendor shall obtain whatever federal, state, or Loudoun County permits are required to enable it to participate in the event.
8. Vendor agrees that in providing its services and products pursuant to this agreement, it shall be acting as an independent contractor and not as an employee of FOHA, and shall be responsible, at its own expense, for providing any accident or medical insurance.
9. Vendor shall direct any questions, comments or concerns to Sue Lehman, Vendor Chair, at [events@FOHA.org](mailto:events@FOHA.org).
10. Vendor understands that should it fail to abide by any applicable federal, state, or local law or ordinance, or should it act in a manner considered by FOHA to be detrimental to the organization or to detract from the event, FOHA shall have the right immediately to terminate Vendor's participation in the event without prior notice.
11. Vendor hereby agrees to release, indemnify, and hold harmless FOHA, and its officers, agents and employees from any and all liability, damage, and claims arising out of the acts or omissions of Vendor at the event.

- 12. Neither party may assign or transfer this contract without the prior written consent of the other party.
- 13. This contract may only be modified or amended in writing, signed by both parties.
- 14. The failure of either party to enforce any provision of this contract shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with any provision of this contract.
- 15. This contract shall be governed by the laws of the State of Virginia.

**NOTE: Vendor applications will be accepted for review on a first come first serve basis. Applications and contracts are not considered valid until the vendor contract is signed by both parties.**

IN WITNESS WHEREOF, the parties hereto have executed this contract by their duly authorized representatives on the date first set forth hereinabove.

FRIENDS OF HOMELESS ANIMALS, INC.

By: \_\_\_\_\_  
Name: Sue Lehman Date: \_\_\_\_\_  
Title: Barktoberfest: A Purrfect Pet Celebration Vendor Chair

VENDOR

By: \_\_\_\_\_  
Date \_\_\_\_\_

Please complete the following:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_